

**METHOD AND APPARATUS FOR ACCESSING TARGETED,  
PERSONALIZED VOICE/AUDIO WEB CONTENT THROUGH  
WIRELESS DEVICES**

ABSTRACT OF THE DISCLOSURE

5           A wireless web system allows users to navigate web pages that include links  
to audio content where the pages are provided over a data connection and the audio content is  
provided over a voice connection. An audio content reference generator generates a  
reference to a portion of static audio content and that audio content reference is provided to  
the user's wireless web client as a link on a wireless web page, or other page retrieved by the  
10 wireless web device over the data connection. The audio content reference and a telephone  
number of an audio server form the link on the page, so that when a user selects that link, the  
wireless device establishes a voice connection to the audio server using the telephone number  
and then provides the audio server with the audio content reference so that the user hears the  
specifically referenced audio content over the voice channel.

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